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IDENTIFIERS *Quinmester Program

ABSTRACT

This course offers a comprehensive study of the psychological and visual stimuli necessary for successful poster design. Prior to entry into the course, the vocational student must display mastery of the skills in speedball pen lettering, color, and brush lettering. The student receives a thorough exposure to the processes involved in poster development, and engages in the practical application of the skills, techniques, and methods through producing completed posters. Consisting of 135 clock hours, the course outline defines six distinct blocks of instruction: (1) orientation to poster making, (2) laying out of posters, (3) using the airbrush for posters, (4) airbrush rendering, (5) photo masking and retouching, and (6) creating special occasion posters, followed by a post-test. Instructional methods include lecture and demonstration, emphasizing active student participation and individual assistance in manipulative skills. These methods are supplemented by the use of visual aids, charts, diagrams, books, and instructional packages. A bibliography of basic references and sample post-tests conclude the course outline. (MW)

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U.S. DEPARTMENT OF HEALTH
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

AUTHORIZED COURSE OF INSTRUCTION FOR THE QUINMESTER PROGRAM

V-9

Course Outline

COMMERCIAL AND ADVERTISING ART - INTERMEDIATE - 9185

(Producing Commercial and Advertising Art Posters)

Department 48 - Quin 9185.02

DADE COUNTY PUBLIC SCHOOLS

DIVISION OF INSTRUCTION • 1973

D A D E C O U N T Y P U B L I C S C H O O L S

1 4 5 0 N O R T H E A S T S E C O N D A V E N U E

M I A M I, F L O R I D A 33132

Course Outline

COMMERCIAL AND ADVERTISING ART - INTERMEDIATE - 9185
(Producing Commercial and Advertising Art Posters)

Department 48 - Quin 9185.02

county office of

VOCATIONAL AND ADULT EDUCATION

THE SCHOOL BOARD OF DADE COUNTY

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Dr. E. L. Whigham, Superintendent of Schools
Dade County Public Schools
Miami, Florida 33132

December, 1972

Published by the School Board of Dade County

Course Description

9185	48	9185.02	Producing Commercial and Advertising Art Posters
State Category Number	County Dept. Number	County Course Number	Course Title

This quinmester utilizes the skills learned in Quins 9183.03, 9183.04, 9183.05 and 9185.01. It is a comprehensive study of the psychological and visual stimuli necessary for successful poster design. The student receives a thorough exposure to the processes involved in poster development, and engages in the practical application of the skills, techniques, and methods through producing completed posters.

Indicators of Success: Prior to entry into this course the Vocational student will display mastery of the skills indicated in Speedball Pen Lettering (9183.03), Color (9183.04), Brush Lettering I (9183.05), and Brush Lettering II (9185.01).

Clock Hours: 135

PREFACE

The following quinmester course outline has been prepared as a guide to help the student become proficient in the skills required to commercial art and advertising poster work.

This course is 135 hours in length. The outline consists of seven distinct blocks, which are subdivided into a number of units. The student must master the skills and techniques of each specific unit in order to meet the objectives of the course.

In presenting the material outlined in this quinmester, the instructor uses lecture and demonstration methods, with active participation and practice by the student. At various times the student will receive individual assistance in manipulative skills which is most beneficial. These methods are supplemented by the use of visual aids, charts, diagrams, books and instructional learning packages. These charts and learning packages are referred to frequently.

During this one quinmester course the student will become involved in planning of posters pertaining to a specific need or objective, the proper methods and procedures in laying out of posters. Airbrush use is in many cases, most beneficial to poster effects. Therefore, this operation and manipulative skills will be taught. Photo masking and photo retouching are primarily a function of the airbrush. A separate block will encompass this area. In the last block the student will create special occasion posters. This final portion of this quinmester will dwell into many different poster directives, to give the student a well rounded knowledge in effective creative design.

This outline was developed through the cooperative efforts of the instructional and supervisory personnel, the Quinmester Advisory Committee,

and the Vocational Curriculum Materials Service, and has been approved by the Dade County Vocational Curriculum Committee.

TABLE OF CONTENTS
with Suggested Hourly Breakdown

	Page
PREFACE	i
GOALS	iv
SPECIFIC BLOCK OBJECTIVES	v
BIBLIOGRAPHY	5

BLOCK

I. ORIENTATION TO POSTER MAKING (24 Hours)

Materials and Tools	1
Clipping Various Poster Styles from Newspapers and Magazines	1
Characteristics of Good Poster Design	1
Lettering Styles Used	1
Color Selection	1

II. LAYING OUT POSTERS (20 Hours)

Thumbnail Sketching	1
Using Tracing Paper	1
Transferring	1
Use Art Morgue (Clip File)	2
Using Photographs	2

III. USING THE AIRBRUSH FOR POSTERS (16 Hours)

Parts Assembling	2
Techniques in Operation of the Airbrush	2
Types of Airbrushing - Techniques Used	2

IV. AIRBRUSH RENDERING (24 Hours)

Techniques Used	2
Pictorial Rendering	2
Technical Illustrations	2

V. PHOTO MASKING AND RETOUCHING (9 Hours)

Separation Techniques	2
Tonal Differences	2
Advertising Retouching	2
Corrective Retouching	2
Mechanical Retouching	3

VI. CREATING SPECIAL OCCASION POSTERS (42 Hours)

Techniques in Developing the Theme	3
Use of the Art Morgue	3

VII. QUINMESTER POST-TEST

APPENDIX: QUINMESTER POST-TEST SAMPLES 7

GOALS

The student must be able to:

1. Demonstrate a sincere and continued interest within the field by further study.

2. Progress through the intermediate course utilizing the knowledge and skills, where applicable, gained from the basic course.

3. Begin to find oneself in a specialized direction within the field.

4. Maintain an individual sense of responsibility for good work quality, work equipment safety habits, proper care of equipment and materials.

5. Continue to exhibit correct work habits and ethics so he can work in harmony with his associates.

SPECIFIC BLOCK OBJECTIVES

BLOCK I - ORIENTATION TO POSTER MAKING

The student must be able to:

1. Identify in writing or orally the prime materials and tools used in poster making.
2. Exhibit the knowledge of good poster design by drawing five different styles of posters.

BLOCK II - LAYING OUT POSTERS

The student must be able to:

1. Demonstrate by performance a ratio of original to thumbnail sketch.
2. Exhibit a knowledge of the use of different weights of tracing paper in writing.
3. Demonstrate by performance how transferring of layouts are done.
4. Demonstrate in writing the procedure in forming an art morgue (clip file).
5. Discuss orally the use of photographs in posters pertaining directly to cropping, mounting, retouching and proper handling.

BLOCK III - USING THE AIRBRUSH FOR POSTERS

The student must be able to:

1. State orally or in writing the various parts, cleaning methods, functions, and safety precautions of the air brush.
2. State in writing the techniques that are used in rendering with the airbrush on paper surfaces and photographic surfaces.

BLOCK IV - AIR BRUSH RENDERING

The student must be able to:

1. Demonstrate by performance the techniques used in pictorial rendering and technical illustration.

BLOCK V - PHOTO MASKING AND RETOUCHING

The student must be able to:

1. Exhibit the knowledge of separation techniques through the masking technique by demonstration.
2. Demonstrate the tonal differences in airbrush rendering.
3. Demonstrate the various applications and effects through the use of zipatone sheets.
4. Demonstrate corrective retouching of photographs.
5. Demonstrate correct mechanical retouching to bring out subject areas on photographs stronger and more defined.

BLOCK VI - CREATING SPECIAL OCCASION POSTERS

The student must be able to:

1. Demonstrate a completion of a special occasion poster as per direct assignment given by the instructor.

BLOCK VII - QUINMESTER POST-TEST

The student must be able to:

1. Satisfactorily complete the quinmester post-test.

Course Outline

COMMERCIAL AND ADVERTISING ART - INTERMEDIATE - 9185
(Producing Commercial and Advertising Art Posters)

Department 48 - Quin 9185.02

I. ORIENTATION TO POSTER MAKING

A. Materials and Tools
   1. Poster textbook
   2. Paints
   3. Brushes
   4. Pens
   5. Pencils
   6. Airbrush

B. Clipping Various Poster Styles from Newspapers and Magazines
   1. Analyzing style
   2. Analyzing lettering
   3. Analyzing color schemes
   4. Analyzing attention value

C. Characteristics of Good Poster Design
   1. Composition
   2. Rhythm
      a. Rules of rhythm
      b. Uses of rhythm
   3. Balance
      a. Symmetrical
      b. Fulcrum

D. Lettering Styles Used

E. Color Selection
   a. Color wheel
   b. Method used

II. LAYING OUT POSTERS

A. Thumbnail Sketching
   1. Techniques and uses of thumbnail sketches
   2. Method used
   3. Uses

B. Using Tracing Paper
   1. Types Tracing paper
   2. Overlay and tracing procedure

C. Transferring
   1. Methods used
   2. Neatness

D. Use Art Morgue (Clip File)
   1. How to assemble
   2. Uses
   3. Proper care

E. Using Photographs
   1. Cropping
   2. Mounting
   3. Retouching
   4. Neatness

III. USING THE AIRBRUSH FOR POSTERS

A. Parts Assembling
   1. Cleaning and maintaining the airbrush
   2. Functions

B. Techniques in Operation of the Airbrush
   1. Air regulator
   2. Masking technique
   3. Safety precautions

C. Types of Airbrushing - Techniques Used
   1. Flat wash
   2. Graded wash
   3. Spotlight effect
   4. Checkerboard effects

IV. AIRBRUSH RENDERING

A. Techniques Used

B. Pictorial Rendering

C. Technical Illustrations

V. PHOTO MASKING AND RETOUCHING

A. Separation Techniques

B. Tonal Differences

C. Advertising Retouching
   1. Separation techniques
   2. Reproduction techniques
   3. Bourges
   4. Zipatone sheets

D. Corrective Retouching
   1. Highlighting
   2. Matching values

V. PHOTO MASKING AND RETOUCHING (Contd.)

E. Mechanical Retouching
1. Slicking-up techniques
2. Retouching for
a. Shaded effects
b. Shadows
c. Planes and edges

VI. CREATING SPECIAL OCCASION POSTERS

A. Techniques in Developing the Theme

B. Use of the Art Morgue
1. Christmas posters
2. Easter posters
3. Father's day posters
4. Mother's day posters
5. Musical posters
6. Patriotic posters
7. Restaurant posters
8. Sales posters
9. Thanksgiving posters
10. Theatrical posters
11. Other miscellaneous types

VII. QUINMESTER POST-TEST

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A P P E N D I X

Quinmester Post-Test Sample

QUINMESTER POST-TEST I

Name _____ Date _____ Score ____

True-False Test Items

Each of the following statements is either true or false. If the statement is true, draw a circle around the letter T following it; if the statement is false, draw a circle around the F. If a statement is false in part, it is entirely false.

1. A poster must be so designed so that it speaks to "People on the Move." T F

2. If a word on a poster is started with a condensed letter, the entire word should be done in this manner. T F

3. Good lettering is not achieved through optical spacing. T F

4. A "thumbnail" sketch for a poster should always be in proportion to the full size of the poster. T F

5. In poster layout design directing the reader's eye for complete readership is noneffective. T F

6. To do a flat wash with an airbrush the artist guides the paint in a circular fashion. T F

7. To do airbrush touch-up on a photograph, the artist will attain better work by using frisket paper. T F

8. In working up your comprehensive poster drawing it should be exact as possible prior to transfer. T F

9. Display is another meaning for poster. T F

10. A graded tone done through the use of the airbrush is a light tone. T F

QUINMESTER POST TEST II

Name _____ Date _____ Score ____

Multiple Choice Test Items

Each statement needs a word, a figure, or a phrase to make it correct. Only one of the choices listed is correct. Place the number of the choice you make in the space provided at the left edge of the sheet.

____ 1. A poster to command readership must:

a. Be placed at eye level
b. Have no more than 10 words
c. Be attention getting
d. Have most of the reading matter on a slanted angle
e. I don't know

____ 2. A basic quality, characteristic of all acceptable poster design is:

a. More than two colors
b. That the size be longer than wide
c. That it maintains balance
d. That the main message appears at the top of the poster
e. I don't know

____ 3. A poster advertising perfume should be:

a. Bold
b. Carefree
c. Gay
d. Delicate
e. I don't know

____ 4. The amount of air pressure used in the airbrush for proper working strength is:

a. 350 pounds
b. 100 pounds
c. 50 pounds
d. 25 pounds
e. I don't know

____ 5. The term "slick up" in photographic airbrush means to:

a. Brighten a photograph
b. Sharpen up the tone values of a photograph
c. Increase the size of a photograph
d. I don't know

____ 6. To adhere frisket paper to art work, the artist uses:

a. Thumb tacks
b. Thinned out rubber cement
c. Masking tape
d. Hand pressure
e. I don't know

____ 7. Airbrushes should be cleaned with:

a. Soap and water
b. Clear water
c. Need no cleaning
d. Soft cloth and water
e. I don't know

____ 8. Lettering faces in a good poster should:

a. Have many different styles
b. Be limited to a few
c. Run mostly vertical
d. All be near the same size
e. I don't know

____ 9. A poster selling trucks should be:

a. Simple
b. Bold
c. Large
d. Decorative
e. I don't know

____10. A promotion poster or sign that is used in stores near where the product is sold is called:

a. Media advertising
b. Point of sale advertising
c. In store advertising
d. Premium advertising
e. I don't know

ANSWER KEY TO QUINMESTER POST-TESTS

Test I - True-False

1. T
2. T
3. F
4. T
5. F
6. F
7. T
8. T
9. T
10. F

Test II - Multiple-Choice

1. c
2. c
3. d
4. d
5. b
6. b
7. b
8. b
9. b
10. b